YUKONSTRUCT
meet. make. grow.

STRATEGIC PRIORITIES 2025 - 2028

OUR PURPOSE

The Yukon has a culture of dreaming and doing; a place where we embrace challenges, apply ingenuity, and thrive because of it.

At Yukonstruct, we are stewards of that tradition.

To succeed, we embrace the emerging context in the spirit of the Yukon's culture of innovation.

OUR VISION

We envision a Yukon where greater self-reliance empowers Yukoners to build a more innovative, vibrant, prosperous, and resilient territory, enriching our quality of life.

OUR MISSION

Together, we Celebrate, Amplify, and Invest in the Yukon's Spirit of Innovation.

OUR VALUES

- We value a culture of ingenuity and creativity with an unwavering belief in possibility.
- We cultivate a fun, welcoming, and mutually supportive environment.
- We believe in continuous learning and in sharing what we have learned with others.
- We are an adaptable, ambitious, and courageous organization.
- We are committed to greater sustainability: financially, operationally, and in human capacity.

WE ARE PROBLEM-SOLVERS

INVESTING IN FINANCIAL SUSTAINABILITY

We are observing a shifting financial landscape, so we are sharpening our focus to deliver greater value, develop alternative revenue streams, and optimize resources. Over the next three years, we will explore new facility options, review user packages, services, and fundraising initiatives.

FOSTERING A CULTURE OF INNOVATION

At the heart and soul of Yukonstruct, is our culture of innovation. Maturing organizations can formalize and become rigid. We want to ensure that the culture of Yukonstruct remains dynamic and adaptive and that it has a compelling sense of purpose - continuing to attract and support members who share those values. Being dynamic and adaptive means changing, which can be hard. Over ten years we have learned that changes - guided by strong values - are both good and necessary.

OUR PRIORITIES AND DESIRED OUTCOMES

[With ecosystem partners who share these values.]

CELEBRATE: We champion our dreamers and doers.

AMPLIFY: We work hard to unlock the potential of those we serve.

To be successful we will **Celebrate**, **Amplify**, and **Invest** in the Yukon's Spirit of Innovation.

INVEST: We make long-term decisions that sustainably elevate our organization and the Yukon.

WE CELEBRATE

CELEBRATE creates a positive feedback loop: it fuels motivation, strengthens community, enhances visibility, and reinforces the values of innovation.

WE AMPLIFY

AMPLIFY creates a powerful engine for positive change, driving economic growth, improving quality of life, and fostering a thriving culture of innovation.

WE INVEST

INVEST creates a cycle that generates more capacity, leading to more effective programs, and attracting more community support. This enhances impact, resulting in sustainability.